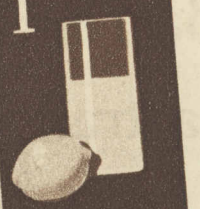


First Aid when
Nature Fails!

LEMON
with **SODA**



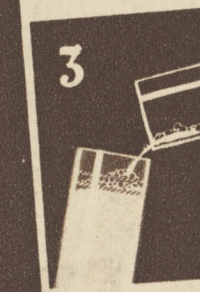
1



2



3



TAKEN first thing daily on arising or the last thing every night, it's beneficial in two ways. It has a natural, gentle laxative effect for most people, hence, helps elimination.

Second, it helps keep the system normally alkaline, and adds the additional protection of vitamin C found abundantly in lemon juice.

1. Squeeze juice of one Sunkist lemon into tall glass half full of water.

2. Put half teaspoonful of bicarbonate soda in another glass.

3. Pour back and forth rapidly.

4. Drink when foaming subsides.

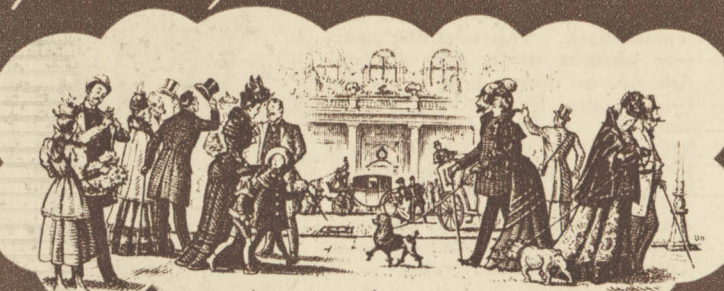
Try it 10 days, see if you don't benefit.

Copyright, 1939, California Fruit Growers Exchange

**Sunkist
Lemons**

Yesterday

New York's famous old Waldorf-Astoria Hotel—as seen from Daggett & Ramsdell's establishment, 1898.



Today

The skill of this great house brings you a new aid to beauty.



*Golden
Cleansing
Cream*

It leaves your skin feeling soft, clean and fresh. For Daggett & Ramsdell's Golden Cleansing Cream is specially created for cleansing purposes. You will like its smooth texture, delicate fragrance. And it's economical, too, for even a little goes a long way. Ask for it at your favorite drug or department store.

Copyright, 1938, Daggett & Ramsdell

DAGGETT & RAMSDELL



Modes

Photo by Kollar, from Bettina Bedwell
COCKTAIL TAILLEUR of silver lame by Molyneux. It is worn over a black angora sweater.



*"I was living only
eleven months a year—"*

Poor Peg! She really lived only eleven months a year. Utterly wasted a month of precious days, because she thought she had to avoid activity during menstruation to save herself discomfort and pain.

And now, the best skiing party of the winter—just at the wrong time. Luckily, Doris knew Peg's trouble, and how to help. "Midol keeps me on my feet," she said. "So you're taking some, right away!"

"Give Midol the glory for a grand afternoon," Peg later confides. "For fun I thought I'd have to pass by. There's going to be a new month on my calendar—a month of days no longer wasted!"

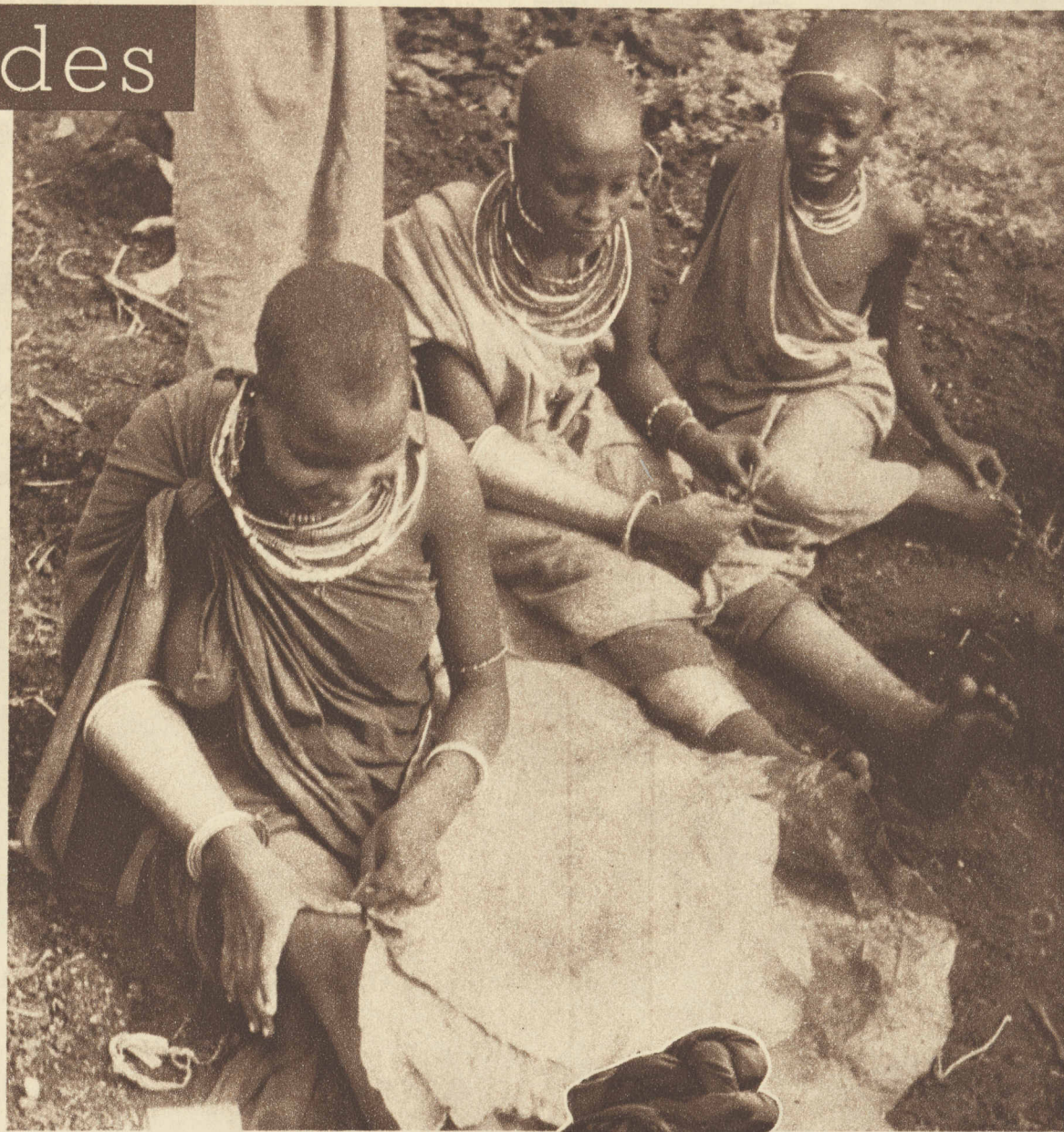


MILLIONS of women—you, perhaps, among them—still believe that giving in to pain during menstruation is as natural and necessary as the process. But many doctors say much of the pain can be relieved. And Midol proves it. For unless there is some organic disorder demanding medical or surgical treatment, most women who try Midol find it not only relieves the pain swiftly, but permits them to live normally, actively and comfortably through the time which they once gave up to inactivity and suffering. Midol is made for this special purpose. It acts quickly. A few Midol tablets should see you serenely through your worst day. All drugstores have Midol.

MIDOL



RELIEVES FUNCTIONAL PERIODIC PAIN
Is there anything about menstruation which you do not understand? Midol's new booklet, "What Women Want to Know," deals clearly and completely with this vital subject. For free copy, together with a trial package of Midol, send your name and address to General Drug Co., Dept. N1-29, 170 Varick St., New York, N. Y.



MASAI WOMEN OF AFRICA MAKE
LEATHER CLOTHES.

Three Lions photo



Photo by Dorvyn, from Bettina Bedwell
SILK JERSEY in a soft shade of tobacco brown makes this draped blouse by Bruyere. The close fitting turban is made of the same material.



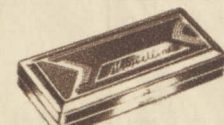
Stunning!
ISN'T SHE?

That's what they'll say about you when you enhance your charm with Maybelline eye make-up. Lashes darkened to long, sweeping loveliness with Maybelline Mascara look as though Nature made them that way. Maybelline Mascara, in Solid or Cream-form, goes on divinely. It is harmless, tear-proof, and non-smarting.

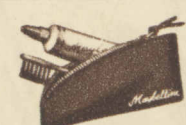
Give your eyebrows grace and character with the Maybelline smooth-marking Eyebrow Pencil. It's perfectly pointed to form trim, tapering brows.

Maybelline Eye Shadow brings out depth and color with that misty, luminous effect.

Give your eyes this loveliness today. Attractive purse sizes of Maybelline Eye Beauty Aids are obtainable at all 10c stores. Insist on genuine Maybelline—the eye make-up in good taste.



Maybelline famous Solid-form Mascara in beautiful gold-colored vanity. 75c. Black, Brown, and Blue. Refills, 35c.



Maybelline Cream-form Mascara in dainty zipper case. 75c. Black, Brown, and Blue. Easily applied without water.



Maybelline smooth-marking Eyebrow Pencil. Black, Brown, and Blue for eyeliner.



Maybelline Eye Shadow in six glamorous shades. Blue, Gray, Blue-Gray, Brown, Green, Violet.



Maybelline

THE LARGEST SELLING EYE BEAUTY AIDS IN THE WORLD